

Dear RJR Team Member,

There's something new happening on NOW.

A change in attitude.

A change in advertising.

A new direction that's certain to attract even more adult smokers from competitive brands. And we wanted to let you know right away!

Recent taste test results indicate that NOW appeals to all adult ultra low tar smokers—not just those in the 1-2 mg segment. Which means that because of NOW's smooth flavor, ultra low tar smokers don't feel like they're making a big trade-off stepping down to lower tar.

As a result, we've taken a new look at NOW and created a new brand personality that places a much greater emphasis on taste and enjoyment than usually seen in this segment. Why enter the faceless, nameless "Low Tar War" when we can assume leadership among ultra low tar brands by emphasizing smoking pleasure and satisfying flavor?

And to get things rolling, NOW will have a new look...in Retail POS, FSIs, Direct Mail—as well as in selected national magazines. This new look will feature people enjoying a smoking "moment."

Research tells us that these ads are appealing to our current adult franchise smokers, while adult competitive smokers enjoy NOW's new attitude—a personality that doesn't exist with any other ultra low tar brand.

Used to be you couldn't sell to low and ultra low tar smokers and still talk about smoking pleasure.

Well friend, that was then. And this is

NOW

THE LOW TAR WAY TO SMOKE.

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